ASIF SAMEER P P

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# SUMMARY

An experienced MBA graduate with a dual specialization in Marketing & HR, offering expertise in MS Office Suite, Digital marketing tools, Lead generation marketing strategies, market analysis, and risk management. Skilled in leveraging consumer insights to drive impactful marketing strategies. Strong communicator with a focus on winning business objectives. Eager to apply my work experience and academic knowledge to contribute effectively to marketing efforts in a progressive organization.

# EXPERIENCE

**Sales, Marketing s Business Development Specialist , Bramco Company July 2024 - April 2025**

 Adapted quickly to dynamic environments, consistently meeting sales and project deadlines.  Managed promotional and social media campaigns to drive customer engagement.

 Supported sales pipeline through lead qualification and client follow-ups.

 Identified new markets and business opportunities through research and analysis.

 Executed digital marketing strategies to boost brand awareness and lead generation.

**Sales s Business Development Intern, Sharafiya food processing s Exports July 2023 - Sep 2023**

Marketing and Sales Managemnet intern at Charm’s Curry Powder, a subdivision of Sharafiya Food Productions and Exports.

 Generated and qualified leads, supported client outreach, and updated CRM systems.

 Participated in sales meetings, contributed to strategy discussions, and helped create client presentations.

 Assisted in preparing sales proposals, conducting market research, and analyzing competitors.

# EDUCATION

## Master of Business Administration, Marketing s HR

### Central University of Himachal Pradesh

## 2022 - 2024

Thesis on "The Effect of E-Commerce Flash Sales in Promoting Impulsive Buying Among College Students”

## Bachelor of Business Administration, Finance

**University of Calicut**

**2019 - 2022**

# ADDITIONAL INFORMATION

 **Technical Skills:** MS Office Suite, Google Wokspace, CRM Tools, Digital Marketing Tools, Canva/Adobe, ERP Systems, Project Management, Data Analysis & interpretation

 **Languages:** English, Hindi, Arabic, Malayalam

### Certificates:

 Participant of Yuva Sangam Youth Exchange Programme,(Govt.of India)

 Core Committee Member of HIMSPARK-2024 (National Level Management Fest)  NCC (National Cadet Corps / Under Indian Ministry of Defence)